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**RESPONSIBLE CORPORATE LEADERSHIP SURVEY**

CONDUCTED DECEMBER 4 – 11, 2019

 N = 1,000 US Likely Voters Online
 

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**Q1. What is your age?**

	Total
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Total	1000
18-34	28.3
18-29	18.1
30-34	10.2
35-44	21.9
35-39	12.1
40-44	9.8
45-54	12.4
55-64	18.1
55-60	10.4
61-64	7.7
65+	19.3
Mean	46.6

**Q2. What is your gender?**

(NET DIF 1 - Percent male minus percent female)

	Total
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Total	1000
Male	46.5
Female	53.5
NET DIF 1	-7.0

Q3. Which state do you live in?

	Total
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Total	1000
Northeast	17.9
New England	4.5
Middle Atlantic	13.4
Midwest	23.1
East North Central	15.8
West North Central	7.3
South	39.6
South Atlantic	22.8
East South Central	6.5
West South Central	10.3
West	19.4
Mountain	7.1
Pacific	12.3

Q4. When there is an election for President, do you always vote, almost always vote, vote most of the time, vote some of the time, hardly ever vote, or never vote?

	Total
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Total	1000
Always	71.2
Almost always	18.1
Most of time	6.3
Sometimes	4.4

Q5. If you had to label yourself based on your political beliefs, would you say you are a liberal, a moderate or a conservative?

(NET DIF 1 - Percent conservative minus percent liberal)

	Total
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Total	1000
Liberal	28.7
Very Liberal	12.2
Somewhat Liberal	16.5
Moderate	29.4
Conservative	38.8
Somewhat Conservative	18.9
Very Conservative	19.9
Not sure	3.1
NET DIF 1	10.1

Q6. With which political party are you registered?  
 (NET DIF 1 - Percent Republican minus percent Democrat)

	<u>Total</u>
Total	1000
Republican	33.8
Democrat	40.3
Independent/No Party	23.3
Other	0.6
Not sure	2.0
NET DIF 1	-6.5

Q7. Which comes closer to your opinion when it comes to having a capitalist or socialist economy?  
 (NET DIF 1 - Percent capitalism minus percent socialism)

	<u>Total</u>
Total	1000
I prefer an economic system based on capitalism, which relies on the free market to drive the economy	63.4
I prefer an economic system based on socialism, which relies on the government to make decisions about how the economy will function	20.4
Not sure	16.1
NET DIF 1	43.0

Q8. When it comes to the American Dream, which of the following comes closest to your opinion?  
 (NET DIF 1 - Percent dream achieved minus percent cannot achieve)

	<u>Total</u>
Total	1000
The American Dream can still be achieved by most Americans	57.6
The American Dream cannot be achieved by most Americans	34.9
Not Sure	7.5
NET DIF 1	22.8

Q9. Which of the following are you more concerned about?  
 (NET DIF 1 - Percent current economic minus percent future economic)

	<u>Total</u>
Total	1000
My current economic situation	31.3
My future economic situation	58.4
Not Sure	10.2
NET DIF 1	-27.1

Q10. How often do you think about your future financial security?  
 (NET DIF 1 - Percent very/sometimes minus percent not often/not all)

	<u>Total</u>
Total	1000
Very/Sometimes	84.2
Very often	47.9
Sometimes	36.3
Not Often/Not All	15.2
Not that often	13.3
Not at all	2.0
Not Sure	0.6
NET DIF 1	69.0

Q11. In your own opinion, which of the following do you think America's business community is most interested in?

	<u>Total</u>
Total	1000
Maximizing profits for shareholders	56.2
Providing customers the best quality product for the best price	19.4
Supporting the communities in which they work	9.3
Compensating their employees fairly	6.9
Not sure	8.2

Q12. In your own opinion, who would be more successful when it comes to addressing social problems and challenges - the business community or Congress?

(NET DIF 1 - Percent business community minus percent congress)

	<u>Total</u>
Total	1000
The business community	51.4
Congress	31.5
Not sure	17.1
NET DIF 1	19.8

Q13. Who do you trust more to bring about necessary changes in the United States?

(NET DIF 1 - Percent business community minus percent congress)

	<u>Total</u>
Total	1000
The business community	47.4
Congress	27.7
Not sure	24.9
NET DIF 1	19.7

Q14. When it comes to employee compensation and benefits, which do you think is the most important?

	<u>Total</u>
Total	1000
Paying employees a living wage	47.2
Providing employees quality health care	18.7
Supporting employees lifestyles through paid time off and flexible scheduling	10.3
Providing family-friendly benefits such as parental leave and child care support	9.2
Offering a generous retirement plan	7.4
Other	2.7
Not sure	4.5

Q15. Which of the following issues do you think is most important for America's business community to address?

	<u>Total</u>
Total	1000
Ensuring American workers receive competitive wages and benefits	43.0
Upskilling the American workforce to have 21st century job skills	10.6
Making it easier for all Americans to achieve the American Dream	9.6
Creating retirement security for aging Americans	8.9
Promoting racial, gender, and LGBTQ equality through fair hiring practices	5.8
Protecting human rights around the globe	5.3
Helping modernize the country's transportation infrastructure	2.9
Other	1.3
Not Sure	4.5

Q16. Please indicate whether you agree or disagree with the following statement. If you are not sure, just select that option. Political correctness has gone too far. Today everybody is offended by the smallest thing.  
(NET DIF 1 - Percent agree minus percent disagree)

	<u>Total</u>
Total	1000
Agree	81.2
Strongly Agree	57.3
Somewhat Agree	23.9
Disagree	13.4
Somewhat Disagree	8.6
Strongly Disagree	4.8
Not Sure	5.4
Mean	1.6
NET DIF 1	67.7

Q17. When it comes to political correctness, how should American businesses respond?  
 (NET DIF 1 - Percent adapt minus percent can't make everyone happy)

	<u>Total</u>
Total	1000
American businesses should adapt their business models and products to avoid offending certain consumers	22.8
There is no way for American businesses to make everyone happy. They need to run their businesses in a way that appeals to the broadest swath of Americans	65.5
Not sure	11.7
NET DIF 1	-42.6

Q18. What is the highest level of education or training you have completed?

	<u>Total</u>
Total	1000
High school	20.6
Some high school	2.0
Graduated high school	18.6
Some college/Assoc/Trade	42.2
Some college	22.3
Trade/tech certificate	6.4
Two-year college degree	13.5
Four-year college degree	22.0
Graduate school	15.2
Some graduate school	3.4
Graduate degree	11.8

Q19. What is your race?

	<u>Total</u>
Total	1000
White	70.3
Black	13.0
Hispanic	10.5
Asian	4.4
Other	1.8

Q20. What is your current household income?

	<u>Total</u>
Total	1000
<\$50,000	53.4
Under \$15,000	10.6
\$15,001 to \$25,000	12.3
\$25,001 to \$40,000	22.1
\$40,001 to \$50,000	8.4
\$50,000-\$100,000	31.5
\$50,001 to \$75,000	20.1
\$75,001 to \$100,000	11.4
Over \$100,000	15.0
Mean	54567